



AGAIN THE YULETIDE GIFT PROBLEM IS BEFORE US, BUT NEVER BEFORE HAS THE CHOOSING OF THE CORRECT GIFT BEEN SO DIFFICULT AS IT WILL BE THIS SEASON. MERCHANDISE IS SCARCE—SOME MERCHANDISE CAN'T BE GOTTEN FOR LOVE OR MONEY; ALL THESE THINGS BEING THE RESULT OF A GREAT DEMAND, SCARCITY, RAW MATERIALS, UNDER-PRODUCTION, ETC. THIS BEING THE CASE, A MAJORITY OF THE MERCHANTS THRU-OUT THE COUNTRY WILL NOT BE PREPARED FOR THE BIG USUAL CHRISTMAS RUSH, BUT SOME FEW MERCHANTS THRU THEIR GREAT BUYING FACILITIES AND THRU THEIR OWN SHREWD PURCHASING ABILITY, WILL HAVE THEIR USUAL STOCKS. WE ARE REALLY FORTUNATE IN BEING ABLE TO COUNT OURSELVES AMONG THE LATTER—IN FACT, THIS SEASON FINDS OUR STOCK LARGER AND MORE COMPLETE IN EVERY LINE THAN EVER BEFORE. THE SENSIBLE GIFT IS THE EVERLASTING GIFT, AND THE EVERLASTING GIFT IS, OF COURSE, MOST APPRECIATED BY THE RECIP-IENT. THE SALES FORCE IN THIS STORE WILL LIGHTEN YOUR CHRISTMAS BURDENS BY OFFERING SUGGESTIONS.



To Last Through Many Years

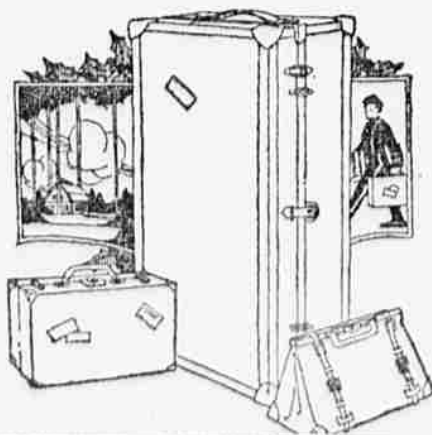
This is the Men's and Young Men's store and we especially solicit their trade. First with the styles—if it's new we have it. The one big feature of this store is the men's young men's and boys' department. Here are some sensible gifts for man or boy.



- | | |
|-------------------------------|------------------|
| A Collegian Suit or Overcoat | |
| Walk-Over Shoes | Everwear Hosiery |
| Silk Scarfs | Wool Shirts |
| Steison Hats | Silk Shirts |
| Mufflers | Sweaters |
| Ties | Arrow Collars |
| Munsing Wear | Gloves |
| Headlight or Carhart Overalls | |
| Ball Band Bots | |

A Gift for Every Member of the Family

A big assortment of trunks, including wardrobes and steamers, cases and traveling bags—one for every purpose and everybody.



MUNSING WEAR

An underwear famous for its wearing and perfect fitting qualities—known the nation over. Could you select a more ideal gift for any member of your family? We have them in all sizes and qualities for father, mother, son or daughter.



Who Like the Pretty Things

The gift for the woman should be carefully chosen because they have the individual tastes. Here you will find a big assortment for every particular taste. We may mention some gifts which include

- | | |
|------------------------|----------------|
| Coats | Coat Suits |
| Silk or Woolen Dresses | House Slippers |
| Silk Petticoat | Everwear Hose |
| Silk or Woolen Skirts | Kid Gloves |
| Munsing Wear | Silk Camisole |
| Queen Quality Shoes | Neck Wear |
| Silk Underwear | Shirt Waists |



We take extra pains and give special attention to the children's wants. Come here to select the sensible gifts for them. We offer these suggestions:

- | —FOR BOYS— | | —FOR GIRLS— | |
|--------------|-----------------|--------------------|----------------|
| Suits | Overcoats | Coats | Dresses |
| Silk Shirts | Shoes | Knit Headwear | Tams |
| Boots | Eiffle Lad Hose | Nine O'Clock Shoes | Lisle Hose |
| Caps | Corduroys | Sweaters | Handkerchiefs |
| Munsing Wear | Gloves | Munsing Wear | Purses |
| Mackinaws | | Ribbons | House Slippers |

The Quality Store

I. Kohn, Prop.

Hayti, Missouri